



# *The* HOME BEAUTIFUL

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## A Few Facts

A Few Suggestions and A Few New Ideas  
about hardwood interior finish and its decorative  
treatment. A book of practical information for build-  
ers of up-to-date homes.

The buildings shown herein have been furnished with our  
QUALITY millwork.



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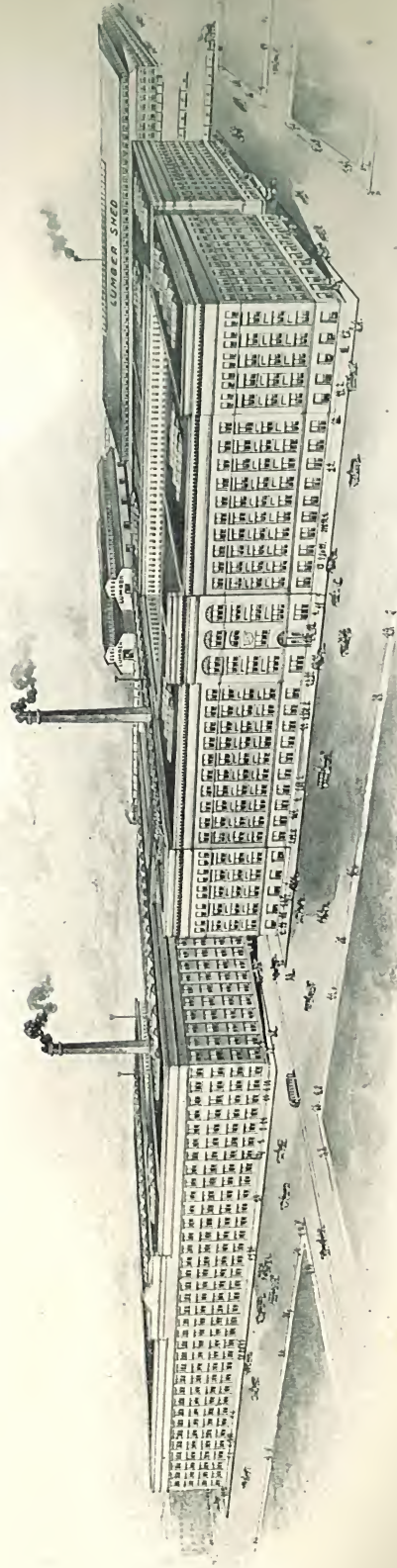


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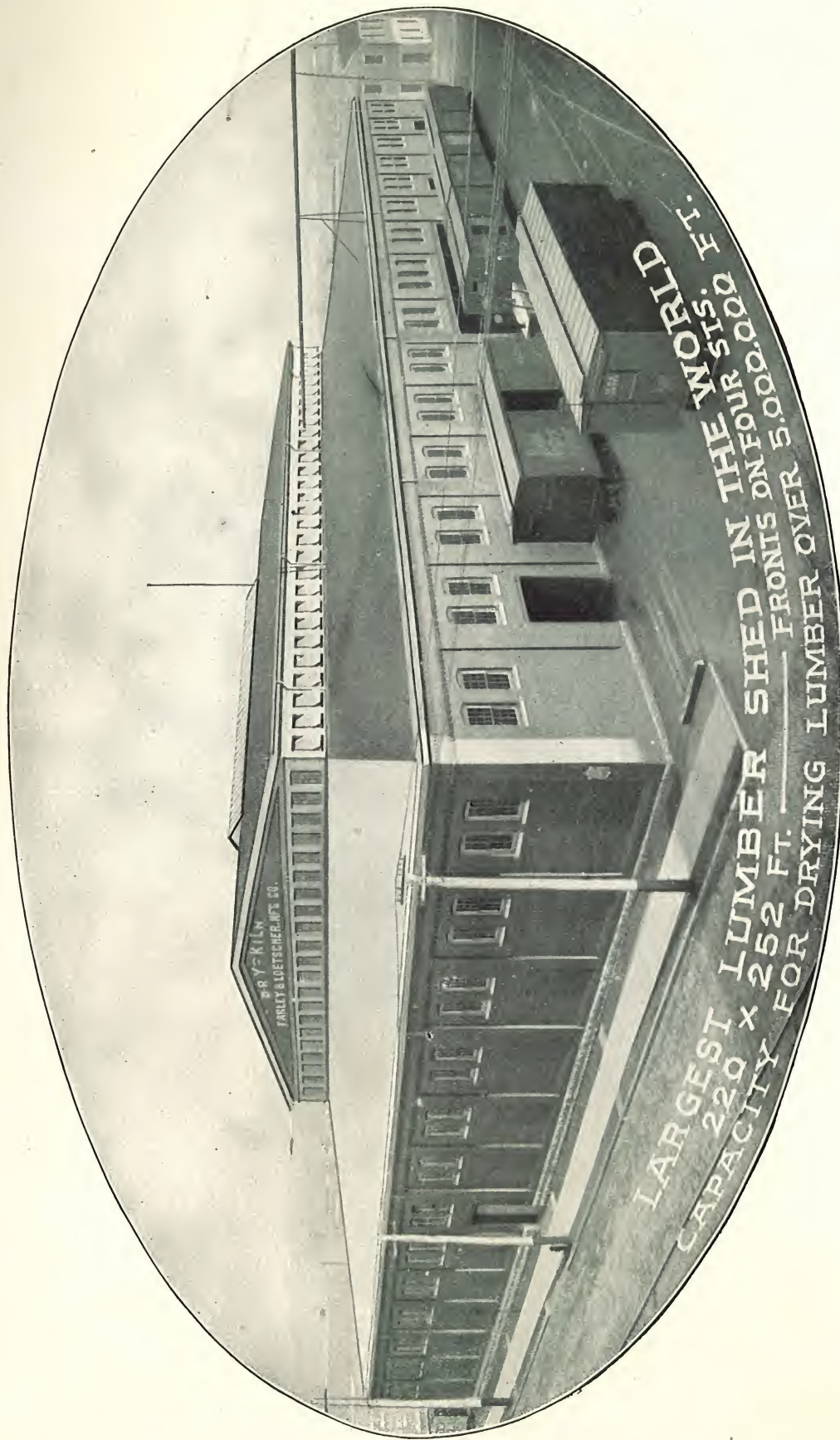
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*"The Home Beautiful"*

THERE is a time in the life of nearly everyone when the subject of building is of paramount importance. It may be a modest cottage of moderate cost, but cozy, comfortable, and convenient; or it may be a mansion befitting a bettered financial condition. In either event the problem which confronts one, as a rule, is to obtain the most practical design and arrangements, the most attractive interior, and the most artistic effects for the anticipated expenditure.

It is an established fact that though many build, few build without mistakes. The experience and sagacity that go to promote success in various enterprises and business undertakings may assist but little in the details of other crafts. The craft of interior finishing is ours, and it is the mission of this little booklet to be of practical assistance to those who contemplate the erection of a modern home or building.

There are a few facts worth knowing about native woods commonly used, their advantages and their limitations. No two woods are alike in grain and texture. Some are straight-grained and clear; some cross-grained and gnarled; some are angular in their markings; and others show graceful curves and wavy spirals. But in these contrasts lie the decorative opportunities of the different woods and the atmosphere and character which can be produced in

no other way than by their use.

**OAK**

The bounty of Nature is nowhere more wonderfully illustrated than in the fact that Oak, one of the most beautiful and most serviceable of woods, is abundant and inexpensive. Monarch of the forest and man's best servant, its sturdy strength was built into the Norse-



—F. PLANG, RES.— KAHOKA, MO.—



W. F. SCHEERER, RES.,

ROCKFORD, ILLINOIS.

*RIGHT PRICES, PROMPT SERVICE*





Quarter-sawn Sycamore—Natural



Quarter-sawn Red Oak—Old English



Plain Red Oak—Weathered



Plain Red Oak—Forest Green



Selected Red Birch



Plain Birch—Imitation Mahogany



men's ships that storms could not rend apart. The triremes of the great navies, of Greece and Rome were of oak timbers, as also their great bridges, aqueducts, and buildings, all triumphs of architectural art and skill. The oldest houses in England show their oak beams and paneling as sound today as ever. Shrines of the early kings carved in Oak have not yet begun to show signs of age.

From its earliest history up to the present day, when beauty as well as strength must hold sway, Oak reigns supreme, King of Woods. The Oak was sacred to the early Britons, and tradition has it that in 55 B. C. Cæsar's army, wintering in England, was set to cutting down the forests and dragging the logs into boggy districts. This was to keep the army under strict discipline and to spite the unfriendly Britons. The Oak withstood even this, for when dug up centuries later, it was to have the color and hardness of the finest ebony. There are trees still hale in England today which were old enough to cut for their lumber when William the Conqueror landed in 1066. Scientists estimate the limit of longevity among Oaks at about 2,000 years.

The noblest of our native varieties is the White Oak. The wood, heavy, dark, cross-grained, and of a slight yellowish-brown color, prominently marked with rays radiating from the center, is used where strength and durability as well as beauty are required.

Red Oak is darker in color, of reddish tinge, and of more open grain. There are substantial reasons in favor of its popularity for interior finish, among these its durability and handsome grain. Either of these woods is greatly improved in its figure by quarter-sawing, but plain-sawed Oak of either color is very handsome.

The term "quarter-sawed" signifies that the log is cut into quarters before being reduced to boards. Each quarter is then sawed through its center radius, and boards, each one smaller than the one before, are sawed towards the corners. This method of sawing develops beautiful markings in several of the woods, and particularly in Oak, where the peculiar silvery-



V.R. POMEROY, RES. OHIO, ILL.



H. SOTH, ALBERT LEA, MINN.

*WE TRADE MARK OUR GOODS*



flaked grain is susceptible to a great variety of handsome effects. Not only does this consist in beautifying the figuring, but it is found that material thus sawed shrinks less than common sawed stock, an invaluable virtue which the cabinet maker is not slow to appreciate. Being much more wasteful in

sawing, this lumber is correspondingly higher in price than plain-sawed. The illustration shows clearly the method of sawing and the effect in both the plain-sawed and quarter-sawed stock.

The figure, grain and character of several other woods are also greatly improved for finishing and trimming purposes by quarter-sawing, as, for instance, Sycamore and Gum. However, neither of these woods have attained the favor and prestige enjoyed by the Quartered Oaks.

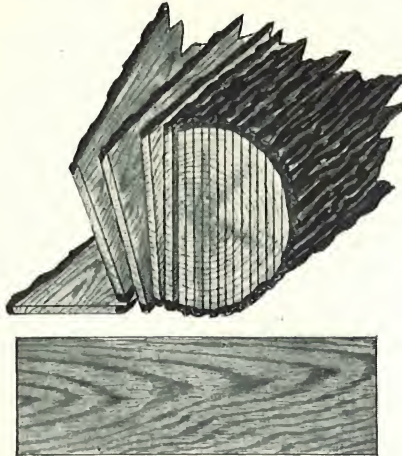
While quarter-sawing enhances the appearance of these woods, others, again, are affected in a far different manner and lose their figure and open grain effect. This is true of Yellow Pine and Fir, and both of these woods are quarter-sawed for flooring in order to produce the close grain effect so essential in the wearing quality of any floor.

The use of quarter-sawed Oak flooring has become general. A beautiful and harmonious combination can be secured by having the floor, the trim, and the furniture in a room all made from the same kind of wood. This is especially attractive if quarter-sawed Oak is used. The various means of finishing the Oaks are explained fully on the following pages.

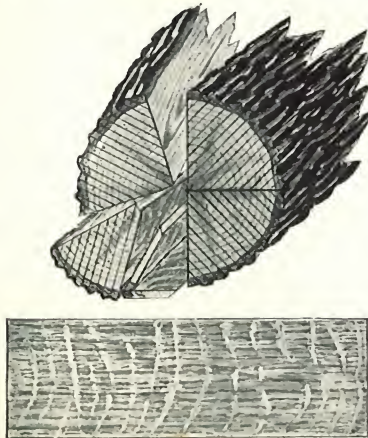
The variety of people's tastes and fancies has taxed the skill of finishers to the utmost.

The chapter in this book on "Wood Finishing" tells how we have solved the problem as far as our patrons are concerned.

The use of Oak finish and furniture dates way back in history, but the invention of modern machinery and methods of manufacture have now made it possible for people, even of small means, to have and enjoy those products which formerly were available only for people with wealth. Oak finish will always be in style regardless of how other things may change with the flight of time. It is one of those standard articles which, because of its many good qualities, will always endure and enjoy a large sphere of usefulness.



*FIG. 1. PLAIN-SAWED*



*FIG. 2. QUARTER-SAWED*

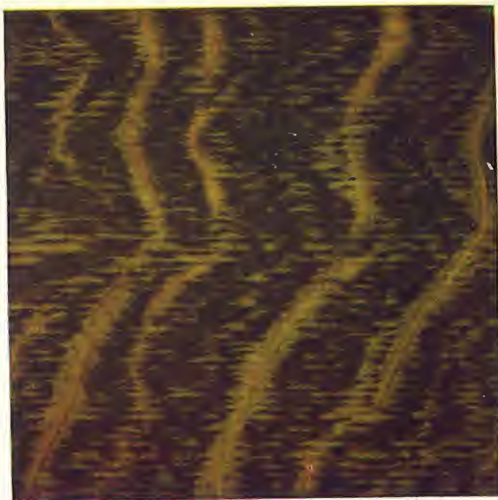
*QUALITY MILLWORK STANDS SUPREME*



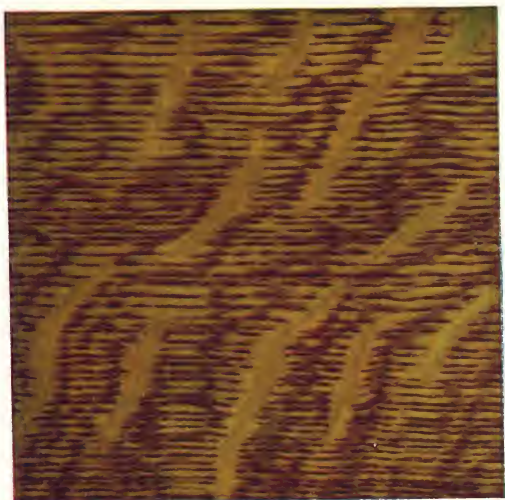




Quarter-sawn White Oak—Celtic



Quarter-sawn White Oak—Fumed



Quarter-sawn White Oak—Golden



Quarter-sawn Red Oak—Light Antique



Bird's Eye Maple—Natural



Dark Mahogany

## OAK FINISHES

There are many styles of oak finish produced by the skillful staining and filling of this wood. Some of these have achieved a well earned popularity and each has its own significance.

**ANTIQUE OAK**, as indicated by its name, imitates in coloring the oak woodwork centuries old in ancient dwellings in England. There are several shades of Antique Oak, but no fixed standard otherwise than it is a rich brown. It is very similar in appearance to Fumed Oak.

**BOG OAK**, a favorite in the decorative art, is dark in tone with a black field, and the quartering showing through in a shade of yellowish green, imitating the lumber sawed from the logs that have been exhumed from the peat bogs of Ireland and England.

**GOLDEN OAK** is one of the most popular styles of the day, the name being suggestive of the color, a rich gold or brown, with the quarterings prominently marked and of a lighter color than the field.

**WEATHERED OAK** has several accepted varieties of finish from a number of shades of brown to almost black. It is generally recognized in dull effects to imitate weather exposed Oak.

**FOREST GREEN OAK** is a very handsome finish, although a decided novelty. It is a soft color, being a pale shade of green somewhat resembling the first leaves of spring.

**MISSION OAK** is familiar to all through the mission furniture now so much in vogue. It is a deep, rich brown and has a dull finish.

**ANTWERP OAK** is also brown, but of a deeper shade, producing an attractive antique finish.

**BLACK FLEMISH** is a much admired finish, especially when it is desired to produce an effect of great weight. Its black tone combines admirably with red wall coverings and hangings.

**BROWN FLEMISH** is not unlike Antwerp, but of a much stronger brown tone. This is one of the most popular stains.

**GUNMETAL** finish for Oak is not unlike Black Flemish, but gives a tinge of blue, instead of deep black.

**MALACHITE**, although light green, is not too intrusive, and is affected by many people of good taste.

**TYROLEAN OAK** is as dark as Black Flemish, but, as its name implies, is of a greenish tinge.

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## *FARLEY & LOETSCHER MFG. CO.*

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**EARLY ENGLISH** is a dark finish, similar to Weathered Oak in color, but with a higher finish, varying from dull-rubbed to a high gloss, as occasion may require. It is largely used on Quartered Oak, but can also be produced on Plain-sawed Oak.

**FUMED OAK** is a finish for furniture and trim of a novelty order and secures its effectiveness largely from characteristic dull tones. One way to obtain these has been by submitting the furniture to a chemical bath in a hot room. This, however, requires expensive equipment which is now uncalled for; as good, if not better, results can be obtained by the use of acid stains. Any shade desired—from soft yellowish-brown to a dark, blackish-brown, or the shades tending to a greenish cast—may be procured by the use of the proper stains.

**NATURAL OAK** is a finish designed to preserve the natural color of the wood. Some people prefer a light shade of finish and this will answer the purpose very well. However, the best results are obtained by staining the Oak trim some darker shade. Nearly all wood will turn darker in time, even though it is well finished at first. If one of the darker shades is selected, the finish will always remain the same color through the years.

Additional Oak finishes that are in use at the present time are Australian, Cathedral, Dutch Brown, English, Filipino, Manila, Oxblood, Rotterdam, Silver Gray, Sumatra Brown, and Tobacco Brown. Other kinds of finish are used occasionally but those mentioned herein are the most popular ones.



*Look for our Trade Mark*





### BIRCH

Birch, being one of the least costly of the hardwoods, finds general favor for interior finish. It is beautiful and inexpensive; in texture strongly resembling Cherry, having a close, fine grain. One of the chief virtues of Birch is its adaptability

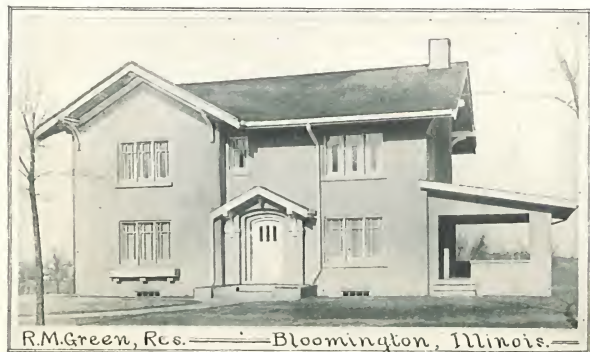
to imitation of the far more expensive woods, as Mahogany and Cherry. So perfect are the imitative results obtained that many of the great hotels and office buildings are finished in Birch throughout, stained to imitate Mahogany. Thus finished, most people are unable to distinguish it from genuine Mahogany. Birch is also deservedly popular in its own natural finish. Lustrous and satiny, with a good color of reddish brown, it has character of its own and beauty that deserves recognition.

Selected and Unselected Birch are terms which refer only to the color of the wood and not the quality. The heart of a Birch log is reddish brown and the outside portion, or sap, is white. The selected wood is naturally more expensive than the unselected. The latter, also called plain or mixed Birch, shows a variegated color effect when finished natural. This finish is rich and pleasing, but not of a uniform color. If imitation of the Selected Birch is preferred the white or sappy wood can easily be stained to perfectly match the red or heartwood, thus giving the entire finish a uniform color. An excellent combination is to have the trim white enameled and the doors stained Mahogany.

For Mahogany finish the plain Unselected Birch is generally used. Strictly speaking, this gives a better effect than the Selected Red Birch, since the variegated color of the wood brings out, in a measure, the light and delicate shadings so characteristic of the various kinds of Mahogany.

Curly Birch is the choicest selection of the Birch, it being chosen for its beautiful curly markings. It ranks with some of the expensive imported woods, and as such is employed in fine cabinet work.

Birch finish is very popular for the sleeping quarters of residences. When finished natural or even with a little color added it has a restful, subdued tone.



*QUALITY MILLWORK insures satisfaction*







Ash—Natural



Red Cypress



Quarter-sawed Sycamore—Mahogany



Bird's Eye Maple—Silver Gray



Gum—Natural



Colonial Birch

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## MAPLE

The wood of Maple is light colored, fine grained, strong, and heavy. Being somewhat deficient in markings, it is less popular for interior hardwood finish, where beauty is desired, and gives way to Bird's Eye Maple and Curly Maple.

Bird's Eye Maple is selected for peculiarly distorted fibres, supposed to be produced by the injury to the bark of the growing tree, which tends to set the

trunk to sprouting. Often a multitude of small twigs covers a considerable area close together. As the tree grows, each of these twigs becomes the center of a series of wood rings, which are revealed when cut and polished as "Bird's Eyes." To saw a "Bird's Eye" log in the ordinary way would be to lose most of the beauty of the grain, which can only be obtained by tangential sawing.

Curly Maple is the choicest selection of the Maple. In beauty Curly Maple often excels the most striking "Bird's Eye" wood. Curly Maple is not easily accounted for. The wood fibres are longer than in the straight grain and lie upon each other in ripples. This peculiar marking is found in a few other woods, principally Mahogany, Birch, and Yellow Pine.

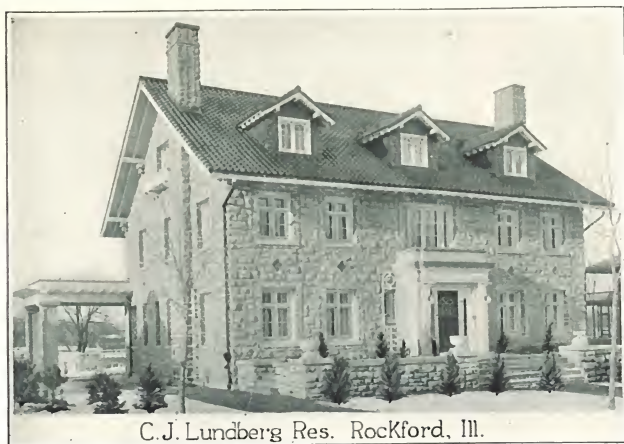
Either Bird's Eye or Curly Maple are delicately beautiful when employed in either cabinet work or interior finish, and rank among the rarest woods. No one can tell which tree is going to reveal the beautiful Bird's Eye or Curly grain. The sharp eye of the sawyer detects it and this lumber is put aside, being far more valuable than plain lumber of the same species. Some lumbermen boast that they can "spot" the standing trees; others declare there is no outward sign dependable.



*We originate, others imitate*







### MAHOGANY

A reddish-brown, coarsely-fibred hardwood, Mahogany has naturally a fine figure, while the finish develops beautiful contrasting figure shades or high lights, even though no figure is apparent in the rough state. The chief variety used is known as the common Mahogany, a hard and durable wood with its

capability for taking a fine finish, its chief recommendation. With, perhaps, the exception of our Oaks, no woods possess like advantages of combined soundness, large size, durability, beauty of color, and richness of figure. So, when compared with other woods, Mahogany costs no more to finish and stands better than any other, the only point to weigh against this last great feature is the difference in first cost of wood in the rough. But, since Mahogany stands better and longer, and needs no attention afterwards, surely the sole advantage of less first cost that any other wood may possess is almost overcome.

Another merit equal to any thus far mentioned is the warmth of its color and the glory in the figure of this beautiful wood. The air of elegance, artistic effect and gentle breeding it imparts to all its surroundings, its joy and life—all these can not be measured by a few cents per square foot. Its growing splendor with age that gives increasing satisfaction may be safely contrasted with the tameness of other woods, which, though pleasing always, do not improve like Mahogany.

A beautiful, harmonious effect can be produced by finishing your living room or dining room in Mahogany and later equipping the room with furniture, etc., of the same wood. This rich-looking wood supplemented with the proper floor covering and wall decorations will well repay the owner for his extra care, and will be a lasting source of pride and pleasure to the folks in the home and to their visiting friends.



*"SAFETY FIRST" implies QUALITY MILLWORK*





H.L. Hampton, Res. Webster City, Iowa.

### SYCAMORE

A heavy wood, quite hard, of light reddish brown color, Sycamore, or Buttonwood, as it is sometimes called, when quarter sawed and properly finished, makes a striking appearance, owing to its great beauty.

Heretofore its natural charm has been destroyed in many cases by staining the

wood and preventing the development of many fine markings, which are thrown to the surface if properly treated. When quarter sawed and finished by experienced workmen, a beautiful silver leaf is developed by a wholly natural process and the surface assumes a charming pink hue. Sycamore, although of but moderate cost and none too common, is generally conceded to be one of the handsomest woods used in interior finish.

### CHERRY

Cherry is a fine grained wood, tough and light, capable of taking the finest finish and is a nearer approach in color and grain to Mahogany than any other wood. When Cherry is nicely filled and well rubbed down and not varnished, it has a soft glow not possessed by any other wood. Cherry trees, as a rule, are rarely sacrificed, unless past bearing and decayed, so the source of supply is limited and precarious. For this reason Cherry, of late years, has not been a practical wood to be used for interior finish, and other woods have all but crowded it out as an interior finish.

### ELM, CHESTNUT AND BUTTERNUT

These three woods are not used very much in this class of work, except where the wood is common and cheap. These woods are all soft and easily dented. All have very coarse grain, but, if care is taken in selecting the material, odd and pleasing effects may be obtained.



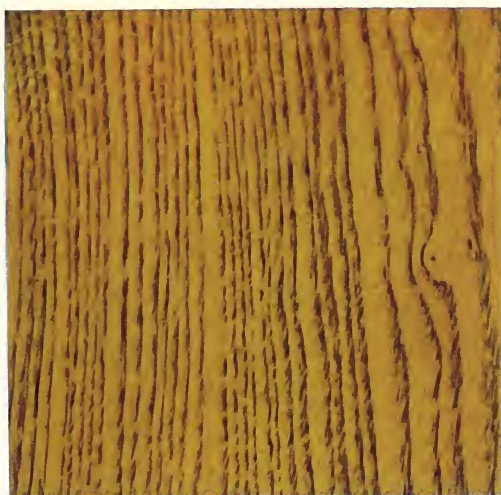
Dr. H. C. Mueller, Res.

Marshalltown, Iowa.

*OUR TRADE MARK YOUR GUARANTEE*







Ash—Antique



Gum—Imitation Cherry



Yellow Pine—Dutch Brown



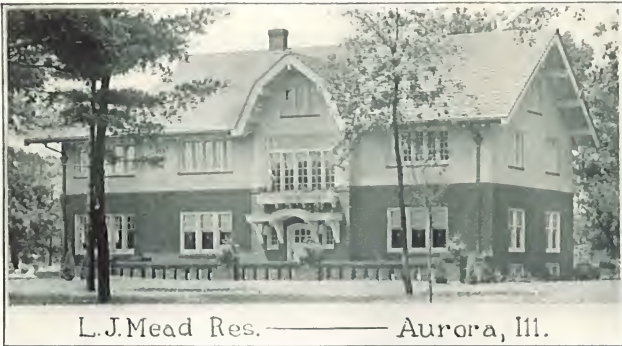
Cypress—Natural



Plain Birch—Golden



Plain Oak—Bog



### ASH

This wood compares with White Oak in hardness and its grain closely resembles Plain-Sawed Oak. When properly finished odd and pleasing effects can be produced. This is especially the case when rotary cut veneers are


used. Although open grained and porous, proper filling and finishing will bring it to a very high polish.

### GUMWOOD

The rise of Red Gum lumber into prominence forms an interesting chapter in the industry. It was formerly considered so difficult to season that few mills cared to deal with it, but that difficulty has been largely overcome. In the past, Gum, having no market value, was left standing after logging; or, where the land was cleared for farming was girdled and allowed to rot, and then felled and burned. Not only were the trees a total loss to the farmer, but, from their great size and the labor required to handle them, they were so serious an obstruction as often to preclude the clearing of valuable land. Now that there is a market for the timber, it is profitable to cut Gum with other hardwoods, and land can be cleared more cheaply. This increase in the value of Gum timber will be of great benefit to the South in many ways.

Throughout its entire life Red Gum is intolerant of shade. As a rule seedlings appear only in clearings or in open spots in the forest. It is seldom that an overtopped tree is found, for the Gum dies quickly if suppressed, and is consequently nearly always a dominant or intermediate tree. In a hardwood bottom forest, the timber trees are all of nearly the same age over considerable areas, and there is little young growth to be found in the older stands. The reason for this is the intolerance of most of the swamp species.

Red Gum reproduces both by seed and by sprouts, fairly abundantly every year, but about once in three years there is a heavy production. In the Mississippi valley the abandoned fields on which young stands of Red Gum have sprung up are, for the most part, being

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rapidly cleared again. The second growth here is considered of little worth in comparison with the value of the land for agricultural purposes.

A large amount of Red Gum growing in the South can be economically transported from the forests to the mills only by means of the streams, owing to the expense of putting in railroads solely for handling the timber. Green Red Gum, however, is so heavy that it scarcely floats, and to overcome this difficulty, various methods of driving out the sap before the logs are thrown into the river have been tried. One method is to girdle the trees and leave them standing a year. That partly seasons them, but does not give time for the sapwood to decay. The logs from such trees float readily, and the swamps and streams are utilized to carry the logs to the mills.

The rapidity with which Red Gum has come into use in this country and elsewhere is the best evidence of the wood's real value. Its range of uses extends from the most common articles, such as boxes and crates, to those of highest class, like furniture and interior finish. It is only moderately strong and stiff, and is not a competitor of Hickory, Ash, Maple and Oak in vehicle manufacturing and other lines where strength or elasticity is demanded; but in nearly all other classes of wood uses, Red Gum has made itself a place. It has pushed to the front in spite of prejudice. As soon as the difficulties of seasoning were mastered, its victory was won. Its annual use in Michigan, the home and center of hardwood supply, exceeds 20,000,000 feet in manufactured articles, exclusive of what is employed in rough form. In Illinois, the most extensive wood-manufacturing state in the Union, Red Gum stands second in amount among the hardwoods, the only one above it being White Oak. In Kentucky, only White Oak and Hickory are more important among the factory woods, while in Arkansas, where the annual amount of this wood in factories exceeds 100,000,000 feet, it heads the list of hardwoods.

As a veneer material, it is demanded in four times the quantity of any other species. The veneer is nearly all rotary cut, and it goes into cheap and expensive commodities, from berry crates to pianos.

The wood weighs 36.83 pounds per cubic foot. It is straight-grained, the medullary rays are numerous but not prominent, the pores diffuse but small, and the summerwood forms only a narrow band, like a line. The annual rings do not produce much figure,



W. H. Kieg Res. Rockford, Ill.

*QUALITY FIRST: PRICE is forgotten*



but this wood has another kind of figure, the kind that characterizes English and Circassian Walnuts, smoky, cloudy, shaded series of rings, independent of the growth rings. They have no definite width or constant color, but the color is usually deeper than the body of the wood. This figure is one of the most prized properties of Red Gum. It is that which makes the wood the closest known imitator of Circassian Walnut.

All Red Gum is not figured, and that which is figured may be worked in a way to conceal or make little use of the figure. It shows best in rotary cut veneer and tangentially sawed lumber. Various woods are imitated with Red Gum. It is stained to look like Oak, Cherry, Mahogany, and even Maple.

Gumwood also makes a very good foundation for white enamel finish, and for this reason is a very desirable wood for trim in bathrooms. It is a favorite wood in bedrooms and other sleeping quarters. The last few years we have furnished a good many Gumwood jobs and our customers are well pleased with the finish. It is really surprising to see how much satisfaction is expressed by owners who have used Red Gum finish.

It is not to be wondered at, however, for the natural beauty of Gumwood is remarkable. This wood is becoming more popular each year as people become acquainted with its merits. You will make a wise choice if you select Red Gum for the trim in your home.



Right-hand side of illustration shows a nook built to accommodate a piano. This is a novel feature for a Bungalow, where everything is open and it is difficult to find a suitable place for the piano.

*RIGHT PRICES, PROMPT SERVICE*

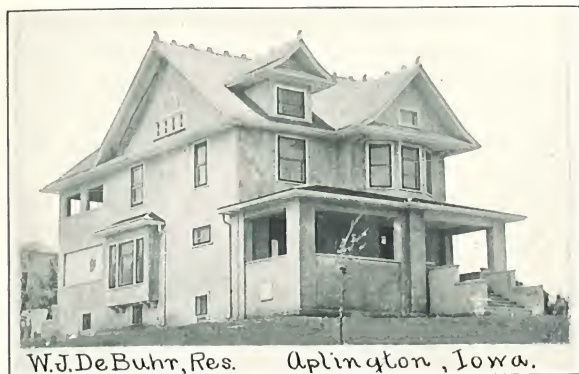






A Modern Dining Room finished with Mahogany. Oak or some other hardwood would show up equally well. Insure your fine hardwood interiors being properly finished by having the work done at the factory by our experts.





### CYPRESS

Cypress makes a good wood for inside finish if properly dried, prepared, and put in place. Get good, even-colored cypress, finish it well, and most people could not tell it from Red Birch. In finishing up Cypress the painter's work is the most difficult, for if the proper materials are not used the

grain will raise and no amount of rubbing down will give the proper effect.

Nature has done for Cypress what no other wood can boast—invested it with every honest virtue essential to easy working, general utility (it being adapted for exterior work as well), durability, and natural beauty. The wood is light, strong, pale-yellow in color and has a fairly close grain. It may be stained, finished natural, or stained to imitate other woods; and is of moderate cost.

### YELLOW PINE

Yellow Pine, also known as Southern Pine, and as one of the most extensively used of interior finishing woods, needs no recommendation. Its own natural beauties and the long strides that have been made in staining it in imitation of the more expensive woods gives it a place in every modern home.

Curly Yellow Pine, like Curly Birch and Curly Maple is a variety occasionally found in Yellow Pine lumber, and because of its intricately waved grain is exceedingly valuable and finds a place among the finest woods.

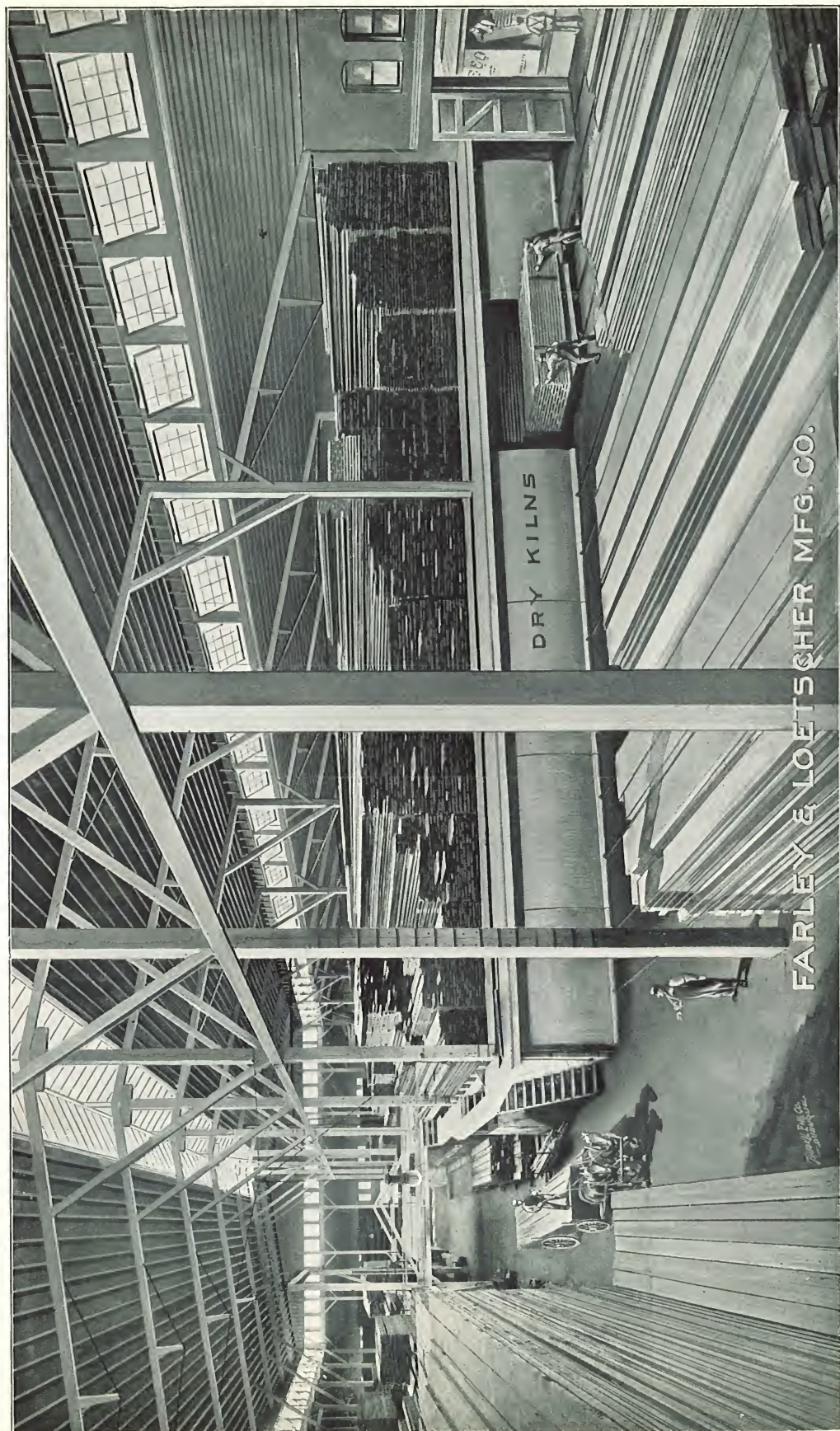
When Yellow Pine is used as interior finish it should be stained a little darker than the natural color. If left in the natural color it darkens with age. The use of some standard coloring stain will fix the color so there will be no change through years of use. This wood finds some place of usefulness in almost every home that is built. Being moderate in price and practical in service, it will always be popular.



*LOOK FOR OUR TRADE MARK*







INTERIOR VIEW OF LUMBER SHED, SHOWING PARTIAL VIEW OF DRY KILNS—DRYING AND STORAGE CAPACITY, 5,000,000 FEET



## The Care and Finishing of Hardwoods



G.D. OTTO Res. BLOOMINGTON, ILL.



W.M. PARR JR. Res. MANCHESTER, IA.

THE care and finishing of hardwood plays a far more important part than the average person would suppose. Often times manufacturers of interior woodwork are pained and mortified at seeing a fine job of millwork ruined after leaving their hands, by almost sinful ignorance or by unskillful and indifferent finishing.

All wood is porous, and the drier and the more thoroughly seasoned it is, the more readily it absorbs the moisture "All Wood and is affected by clim- Porous" atic conditions. So it may be seen that when hardwood, in the white, is exposed to a damp atmosphere, it expands or swells, and

when it is dried out to its normal condition it will be found warped and twisted out of shape. In the case of doors, panelling and other cabinet work, the best made joints will be found gaping apart. It takes much time and labor to repair the damage, and even then the chances are that the work will never be up to its former standard.

Before leaving the factory all the hardwood doors and cabinet work are scraped and sandpapered, so as to present a perfectly smooth and absolutely clean surface. Now, let the wood become ever so slightly damp and the result will be the grain is raised; that is, the fine fibres seem to detach from the surface and stand on end, so to speak, giving the wood a fuzzy appearance called "whiskers." Or escaping this, should



B.W. PINKLY  
BUSHNELL, ILL.



W. F. FRY RES. ALLISON, IA.

*We originate, others imitate*







The Book Case Colonnade shown above encloses the "Den" which is located at one end of the large Living Room. The French Doors in the Den open onto a spacious dining porch.





B.H. Roderick Res. Broadhead, Wis.

particles of dust or dirt accumulate on the surface, either before or during the several stages of finishing when the surface is sticky or tacky from freshly applied finishing material, the result is quite as bad. In both cases the wood shows a cloudy or muddy effect, which detracts materially from the

clearness of the tone and thereby hides the finer markings of the wood and destroys much of its beauty.

Freshly Plastered Buildings are responsible for much damage to woodwork. Mortar contains large quantities of water, and until the moisture is thoroughly dried out of the walls, the house is not in proper condition to receive interior finish. Often, in the rush of building, it is not unusual to see the grouting or cementing of the cellar left until the last, or, at least, until the interior finish is put in place. Moisture from the water used in making the concrete permeates the upper rooms, buckles or humps the hardwood floors, and swells and twists the woodwork. Here the manufacturer often receives the blame for an imperfect bill of goods when the fault really lies at the door of the contractor, or perhaps the owner himself, who, through ignorance or apparent indifference, subjects the woodwork to ruinous conditions.

Damage is often done to woodwork in the white before it reaches its destination. Damp warehouses and freight cars are often responsible for this same effect, or the goods are carelessly exposed at the point of transfer. All these troubles would have been avoided had the work been finished at the mill before shipping. It must also be remembered that there is a natural "come and go" to all wood, whether improperly exposed or not, and for this reason the only way to avoid "white streaks" in panels of doors or other framed

**Damage to Woodwork**



G.M. Christopherson Res. Rockford, Illinois.

*"SAFETY FIRST" implies QUALITY MILLWORK*







L.R. Willard Res. Marshalltown, Ia.

work is to have the panels stained and filled before framing the same together. If the finishing of the woodwork is done at the mill the panels are taken care of in this way and there can never be any of those unsightly white streaks around the edges. You will also find after the interior finish has been set up in the house and the painters have begun work on it that some of the prettiest pieces of casings, or base-boards, or chair rail, or other mouldings seem to be in places where they do not show to advantage, while in the most conspicuous places the wood may often seem commonplace. If the wood had been finished before being installed, the carpenters would have recognized the handsome pieces at once and put them where they would show best and make a prettier job throughout.

Finishing should only be done where there is proper light, ventilation, and an even temperature, all of which are absolutely necessary to facilitate drying and hardening. The best results are obtained at a temperature of 70 to 75 degrees Fahrenheit, evenly maintained night and day.

In finishing, the rule is to make haste slowly. In many cases earlier delays of one kind or another have thrown the builder behind his contract time and the burden of the rush is finally with the painter. Urged on by both contractor and prospective oc-

**I**NSIST that only F. & L. Quality Millwork be used in your new home and see that our trade mark appears on every shipment. It's your guarantee of perfect materials and workmanship. If you do not find it you have been imposed upon. Accept no substitutes. There is no millwork just as good.



*QUALITY MILLWORK STANDS SUPREME*

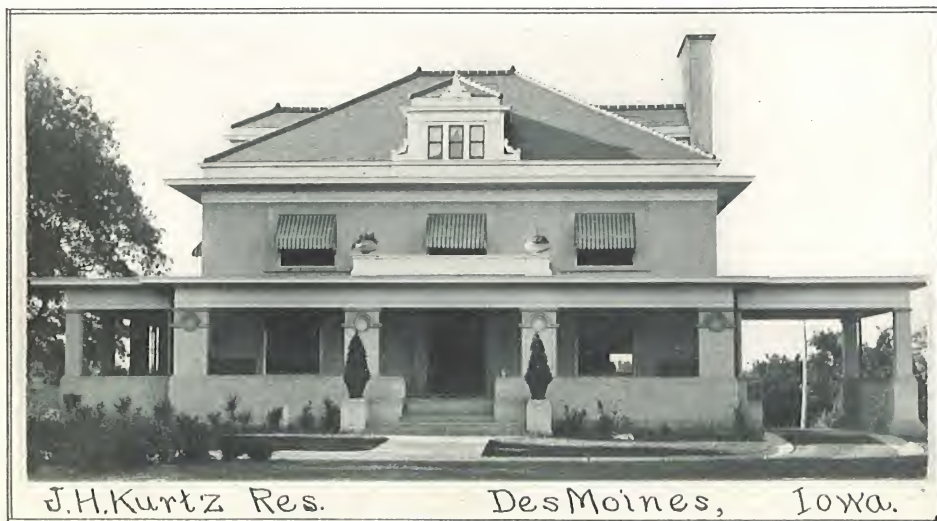


cupants of the house, the finisher, too often begins his job while the carpenters are at work, the plumbers still busy, and perhaps the plasterers patching up here and there. The air is full of dust, which settles on the half dry woodwork and specks it. The several coats follow one another before the preceding one is fairly dry. The result is a foregone conclusion; a fine bill of interior woodwork ruined in the finishing.

With the manufacturer alone lies the remedy for these evils. **The Evils Remedied** Speaking for ourselves, we have stood the brunt of complaints and the occasional loss of confidence on the part of our patrons until in very self defense we felt compelled to take measures for the proper care and protection of our millwork. For this purpose we have expended thousands of dollars in enlarging our finishing department. We have erected a concrete building of the latest modern construction, of which the entire upper floor, comprising an area of over seven thousand square feet, has been devoted entirely to our finishing department. Having done this much, not only to protect our customers, but also to assist them in securing good results, we feel their interest in a first class job should compel them to take advantage of the opportunity we offer.

#### OUR FACILITIES

The first and most important requisite of all Millwork is that the lumber be thoroughly dry and well seasoned. For hardwood interior finish this is an unalterable condition that can never be disregarded. With many manufacturers of millwork this has proven to be their greatest difficulty and expense, but with us it is the minimum. As we are the largest manufacturers of interior finish in the world, it should not seem surprising that our lumber shed and dry kilns surpass all others. All lumber used in the mill is housed and dried



*WE TRADE MARK OUR GOODS*







The Dining Room should be made as pleasant and inviting as possible. Note the unique sideboard. The furniture and finish harmonize perfectly. This harmony must exist to give the best effect.



in our immense shed. The hardwood lumber is passed through the kilns, which are centrally located in the building, as shown in the illustration on page 22. The main kiln is seventy feet wide and ninety feet long, with a nominal capacity of 400,000 board feet, or an actual drying capacity of 200,000 board feet. The hardwood lumber is taken from the freight cars and piled on trucks and pushed into the main kiln. Throughout the following weeks, as more is put in, the lumber gradually moves to the other end of the kiln, where the truck is taken out and elevated to the platform above where it is stored. The warm air, constantly radiated from the kilns, warms the whole shed, virtually making a vast kiln of it, and especially the platform directly above the kiln itself. In addition to the hardwood lumber, all our pine lumber gets the benefit of this drying, for it is all stored in the shed, and so none of it is subject to adverse weather conditions. Our new building for finishing affords



One of Seven 220-Foot Alleys in Our Mammoth Lumber Shed

*LOOK FOR OUR TRADE MARK*







facilities that are unequalled anywhere. We have already shown that ventilation is an important factor in the finishing of hardwood, and to this end we have installed a fan system of ventilation, which keeps the air throughout the building in circulation and facilitates the hardening process.

**Our  
Finishing  
Room**

Daylight, another imperative essential in the discriminating color work connected with staining, is amply provided for by means of large windows, spaced at close intervals around the outside walls and supplemented by roof skylights. The required degree of heat is evenly maintained night and day throughout this department. To avoid dust, a common annoyance of the trade, our finishing department is on the fifth floor and entirely shut off

Avoid from other buildings  
Dust of the plant and every possible care taken to exclude dust laden draughts. Having perfect conditions of heat, light, and ventilation, it goes without saying that dampness, the greatest enemy of interior finish, is unknown within our building.

For many years past, where it has been specified in our contracts by a few far-seeing own-

**I**NSIST that only F. & L. Quality Millwork be used in your new home and see that our trade mark appears on every shipment. It's your guarantee of perfect materials and workmanship. If you do not find it you have been imposed upon. Accept no substitutes. There is no millwork just as good.

*QUALITY MILLWORK insures satisfaction*



## *FARLEY & LOETSCHER MFG. Co.*

ers and architects and with all our government jobs, we have insured the quality of our work against exposure to the weather and second rate finishing by first giving the back of all work a coat of paint, staining the wood if desired, then applying a filler to close the pores, and lastly give a coat of shellac in order to produce as smooth and non-porous a surface as glass. It is now our desire to protect our work, as well as our patrons' interest, by so finishing every piece of hardwood interior finish that goes out of our establishment, and to this end we strongly recommend that everyone contemplating building give this matter his most careful consideration.

**Insuring  
Your  
Millwork**

It is possible only in the largest manufacturing plants to maintain an up-to-date finishing department with an expert in charge, who is in touch with the newest ideas and productions advanced by the large manufacturers of stains, wood dyes, and other finishing materials. It can readily be understood that in the smaller towns the painter, who pursues many other branches of his trade besides hardwood finishing, can hardly be expected to keep familiar with the latest methods of finishing.

A Corner in the Finishing Department



*OUR TRADE MARK YOUR GUARANTEE*







A Modern Living Room with the Library or Reading Nook at one end. The Quartered Oak finish shows up beautifully in this room, while the Fire-place adds the finishing touch to the whole arrangement.



**W**ATCH for our trade mark on your goods. This is your guarantee of Quality Millwork. Insist on having Farloe products. Others imitate; we excel. The best is the cheapest in the end. Buy Farloe Quality Millwork and you will have the best.

Staining has become one of the most important factors in the finishing of even the most expensive hardwood interiors. The best Oak is treated to a little yellow to give it a creamier color. The hand-somest of Mahogany has a little Venetian red worked into its pores to brighten its grain and make the color even. Less expensive hardwoods are used even in the finest buildings, being stained in close imitation of the costlier woods. These requirements tax even the skill of an ex-

**Staining to Imitate Costly Woods** pert and should be delegated to him alone. With our enlarged facilities and corps of expert workmen in this department, we are in a position to satisfy the most critical taste, and reproduce any sample of finishing submitted to us. We have a complete line of hardwood samples, including every variety of stain and finish, and we cheerfully submit these to our customers to aid them in making a selection.

### *A Few Words by Others*

(By an Architect of National Reputation)

#### **MILLWORK**

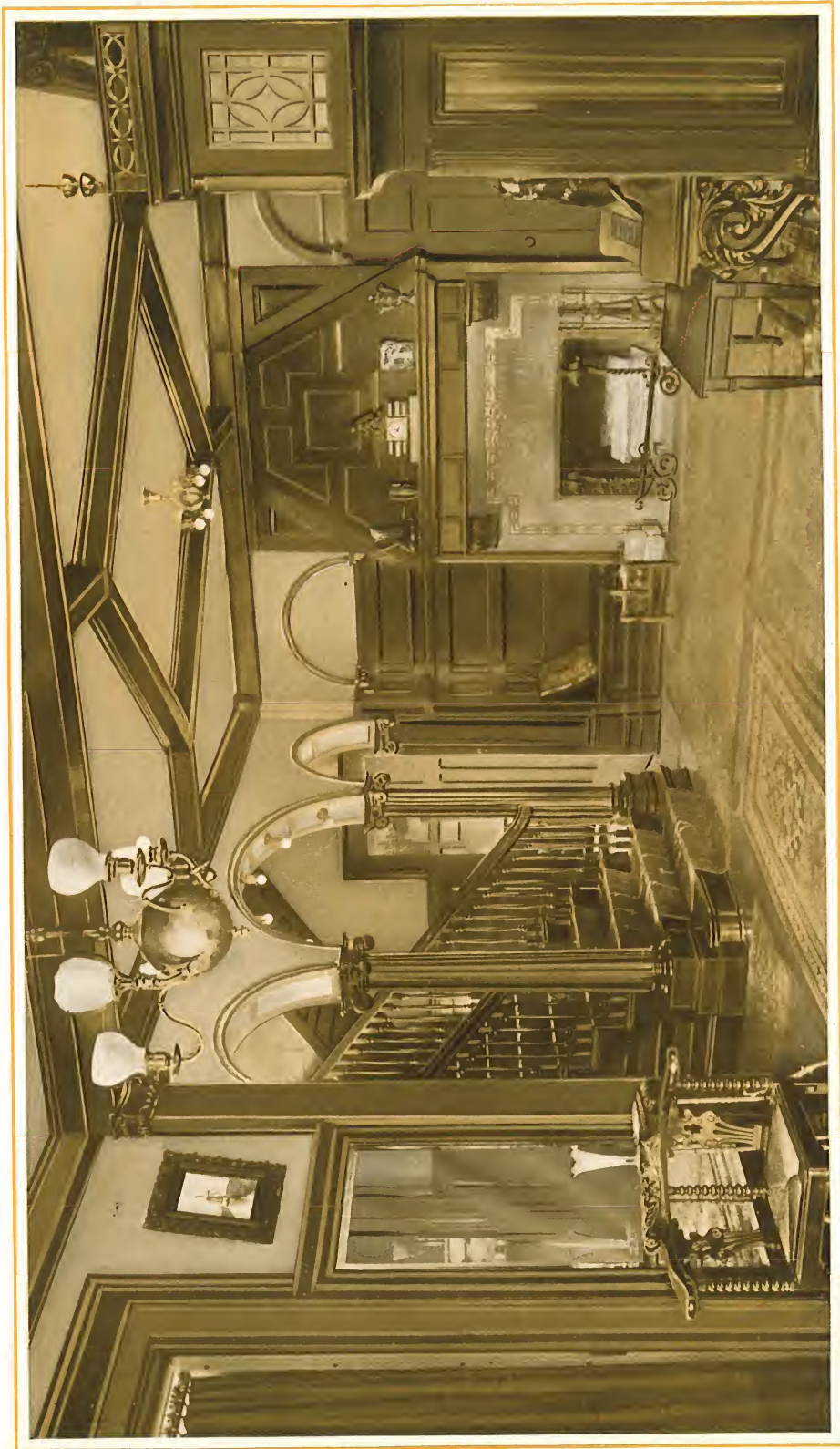
**"T**HERE is nothing about a new house that will give the owner more satisfaction than fine millwork. If the interior finish of your house is well smoothed, keeps its shape, all joints tight and nicely fitted, it is easy to keep clean, and always satisfactory. On the other hand, there is nothing about the house that is more annoying than poor interior finish, of rough materials, open joints, and casings warped from the walls.



*LOOK FOR OUR TRADE MARK*







A Beautiful Reception Hall in a modern home, showing the fire-place and built-in seat at one end. The triple arch at the foot of the stairway is a unique and attractive feature.





Begin superintending your millwork by being careful to buy it of a good, responsible firm. If you buy it yourself, get estimates only from such parties as you know will do good work.

Remember, that while one of your objects is to buy this millwork as cheaply as possible, your

**Main** main object is to have it well done, as it will only be done once for  
**Object** this particular house. You are buying something that you probably will not see until it arrives at the building to be put in place, and you will have to trust largely to the firm that executes the work.

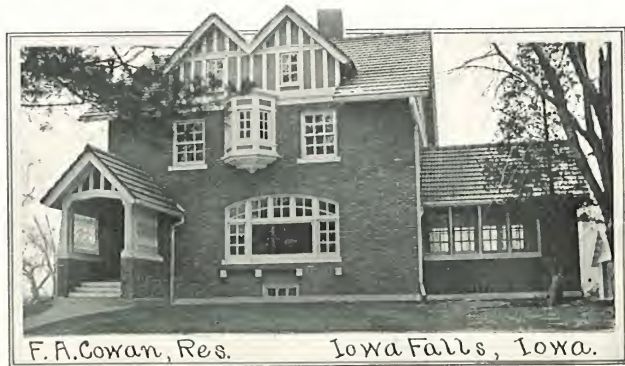
If you let it with the general contract, insist on the contractor buying it of good parties, even if you have to add a few dollars to his contract. Any reliable and responsible contractor, however, will buy of the best people, as he knows it is for his interest, as well as yours, to have the work satisfactory.

When your millwork is received, check it up carefully with the invoice that will accompany it, or have your foreman do so.

Regarding quality, all hardwood or natural finish work should be free from knots or other defects on the face surface. For first quality of pine work for painting, such as is generally used for second story finish, the doors should be clear stock; no knots or dark sap, and the remainder of the finish with only a few such slight defects as will cover usually with two coats of paint.

In making stairs the mill man should furnish a sketch, carefully laid out in accordance with the architect's drawing, which will enable your carpenter to put in his rough work before plastering and have it in shape so finish work will fit. The finish stair work should come all smoothed, and in the case of main stairs the treads and risers should be carefully housed in strings and ready to go together.

All hardwood doors should be veneered doors on a body of pine, free from sap and of thoroughly kiln dried lumber. This makes a door that will always keep its shape, and has the ad-



*RIGHT PRICES, PROMPT SERVICE*





*Ambrose Jeffery  
Cedar Rapids  
Ia.*

*J.D. Robins  
Maiver, Ia.*

*J.W. Hetter  
Iowa Falls,  
Ia.*

*E.A. Headford  
Waterloo,  
Ia.*

*J.L. Bruce  
Odebolt,  
Ia.*

*C.H. Dystin  
Lanark,  
Ill.*

*L.A. Wellman  
Monona, Ia.*

*H.A. Soper  
Bloomington,  
Ill.*

*A group of Residences furnished with F&L Quality Millwork*

*WE TRADE MARK OUR GOODS*



**I**NSIST that only F. & L. Quality Millwork be used in your new home and see that our trade mark appears on every shipment. It's your guarantee of perfect materials and workmanship. If you do not find it you have been imposed upon. Accept no substitutes. There is no millwork just as good. Read page 55.



vantage of not being too massive and heavy, as it would be if of solid hardwood.

Such items as mantels and bookcases should be put up at the mill like cabinet work, ready to be installed. All this material should be thoroughly seasoned and kiln dried before being worked. Otherwise it will not keep its place, but will shrink and warp. This you have to depend upon the mill

people to attend to, and as all mills are not fitted up properly to kiln dry material, this is another reason why you should be careful in selecting your mill firm.

When the millwork is received do not put it in place until the new building has thoroughly dried out. It should be kept in a dry place until the house is ready to receive it. Many a good mill job has been spoiled by being allowed to lay around where the material would gather dampness and by being fastened in place before the building has dried out.

Therefore, make sure the plastering is absolutely dry, as kiln dried finish will take in moisture like a sponge. If, after the finish has been delivered, there comes a wet day, with a damp wind blowing, it will take in moisture from the damp air, and, of course, afterwards shrink, so that too great care cannot be taken in seeing that the house is first absolutely dry before any finish is delivered; and, in the second place, after it has been delivered, in protecting it from the circulation of damp air or rainy days by closing up the

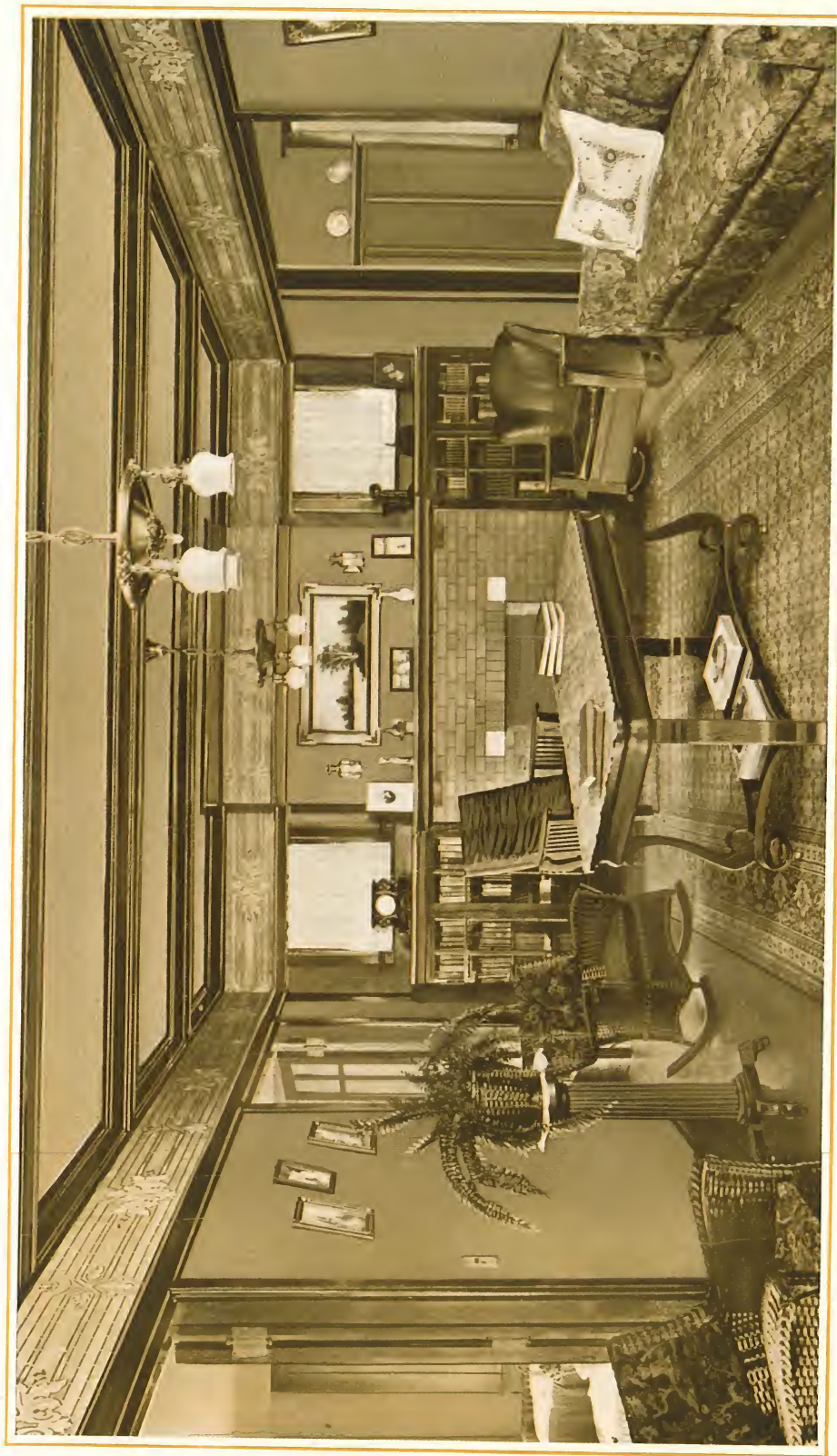


G.S. Gilbertson, Res. Des Moines, Iowa.

*QUALITY MILLWORK stands SUPREME*







This cut illustrates vividly what can be accomplished toward providing a beautiful living room. In such attractive surroundings the family can enjoyably spend many pleasant hours.



building, covering with tarpaulins, or something of that sort. If possible, it is a very good plan to have the furnace or heating apparatus connected up, so that on cold, damp or foggy days a little heat can be introduced into the building to offset the effects of the outside atmosphere. THESE ARE IMPORTANT MATTERS—so important that I would prefer to overlook almost anything else than overlook this. If the finish is ever so good, and the work ever so well done, a little carelessness in this respect will offset it all.

If your work has not already been partially finished, stained, filled, etc., at the factory, it is also very important that this be looked after immediately. Then, too, it is desirable, if possible, to have the painter fill or back paint the backs of all casings, base, mantel pieces, stairwork, paneling, etc. This is not generally contemplated in a moderate cost house, but is a distinct advantage if strictly good work is desired, as it prevents moisture from being absorbed on the back side of the finish, should the plaster be a trifle damp or the work be otherwise exposed.

While I appreciate that economy must always be kept in mind in building houses of moderate cost, and very pretty effects can be obtained with stains, etc., yet I generally advise using hardwood finish in the main rooms of the first floor. The first cost is, of course, a little more, but it would be better to economize in furniture or something that can be replaced at any time and have this very prominent, permanent, and practical feature of a house right to start with."

—(W. J. Keith, in "THE BUILDING OF IT.")



*INSIST ON F & L QUALITY MILLWORK*





CHARLES GILLIAM  
ALTA VISTA

P. J. Wood, Milledgeville, Ill.

Dr. O. E. Goakley, Creston, Iowa.

Matt. Pfeiffer, Fairmont, Minn.

Rev. Clark, Mt. Carmel, Ia.

A. H. Wilmot  
Dubuque, Iowa.

G. N. Thomas  
Carroll, Iowa.

Miss Mae Peabody, Waupello Lodge, Ia.

A few Bungalows furnished with F & L Quality Millwork

QUALITY MILLWORK insures satisfaction





A modern hallway showing inlaid glazed doors opening into dining room at the left and living room at end of hall. The doors are sliding.

## ON FINISHING

"Present taste in modern dwellings calls for free use of hardwoods. It is immaterial which are used, but highly essential that the best seasoned woods should be selected; and further, that they should be skillfully treated and finished.

"The principal recommendation of hardwood is that it admits of a treatment which renders it impervious to the effects of atmospheric changes, and, therefore, can be made more durable and ultimately less expensive than pine wood. Hardwood, well seasoned before used; that is, treated properly by filling and finishing, presents the most attractive, serviceable, and reliable style of woodwork that can be introduced into a home. Well finished hardwood obviates the expense and annoyance of constant renewals, which pine work calls for in patching, puttying, and painting.

"Pine work seems peculiarly and incomparably adapted for cheap work. A good article of Common

Pine, suitable for ordinary work, can be procured and worked at considerable less expense than would be involved in using good hardwood. The use of poor hardwood in any work should not be tolerated or thought of under any circumstances for the simple reason that it is certain to create annoyance and expense, to which no house owner, especially of moderate priced property, should be subjected." —Fred T. Hodgson, in the "HARDWOOD FINISHER."

## THE WORK ROOM AND ITS FITTINGS

"The one thing necessary in a room devoted to finishing is

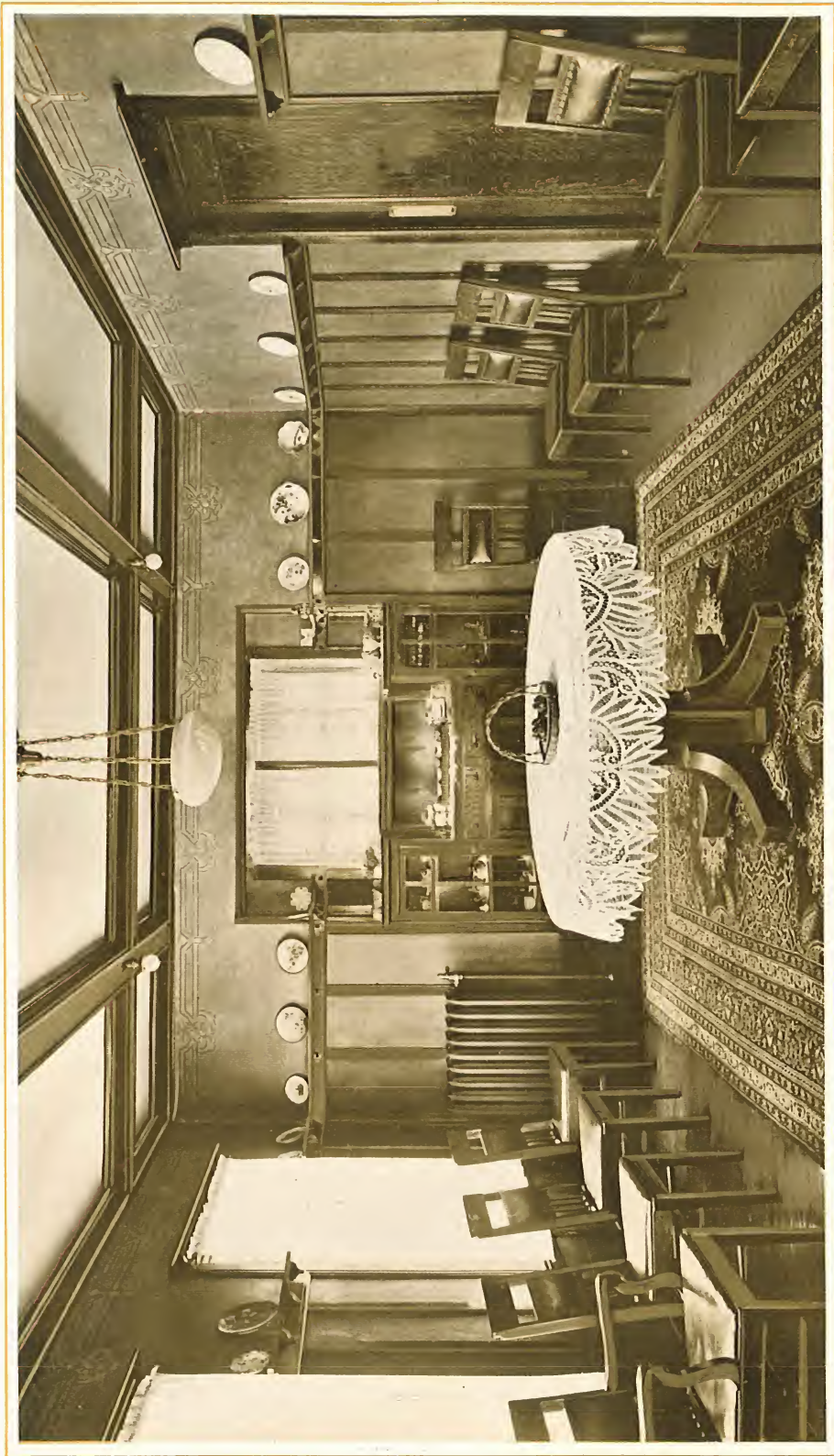
**I**NSIST that only F. & L. Quality Millwork be used in your new home and see that our trade mark appears on every shipment. It's your guarantee of perfect materials and workmanship. If you do not find it you have been imposed upon. Accept no substitutes. There is no millwork just as good.



*We originate, others imitate*







Illustrating a modern Dining Room with beamed ceiling and skeleton wainscoting. The sideboard at the end, with windows above, is the principal feature in this room.





a stove or fire place, or other means of heating by which it may be kept warm and dry in cold weather. A good light is also desirable, as well as a bench or table of some kind to hold pieces while they are being worked on. As for shelves and other arrangements, they may be safely left to the workman, who can decide these matters to suit his convenience or wishes.



E. F. KUNDERT Rés. MONROE WIS.

"The necessity for doing finishing in a warm, dry atmosphere arises from something more than the convenience and comfort of the finisher, for in a cold room it will be often impossible to work, on account of the action of the material. When applied to the wood, instead of being clear and transparent, it will be cloudy and milky looking. In the words of the workshop, the finish chills, and this will especially be the case if the wood is in the smallest degree damp, either from an aqueous stain or from the atmosphere. Even if the wood is perfectly dry, but too cold, the finishing material will chill when it is first put on. The room need not be excessively hot, as a temperature of seventy degrees Fahrenheit does very well in ordinary circumstances.

"In this country, at any rate, it is chiefly cold and damp combined, which have to be guarded against, and I think it will be pretty safe in concluding that a room which is not too cold to sit in will do very well. If it does not, you will soon be aware of it from the work chilling. Even if the heat of the room is suitable, chilling may result from the wood being too cold. In cold weather, therefore, work should not be begun on any thing which has been



J. M. DINWIDDIE, RES.

CEEDAR RAPIDS IA.

E. J. C. BIELER, RES.

*"SAFETY FIRST" implies QUALITY MILLWORK*







exposed to excessive cold till it has had time to get sufficiently warm. Thus, it would hardly do to begin finishing anything which has been standing in cold weather in an unheated place from Saturday afternoon to Monday morning, even though the air in the workshop might be warm enough. Of course, it is not meant that the wood must be actually warm to the

touch, for all that is wanted is that it should not be so cold as to chill the finish. It will thus be seen that a warehouse or an exposed room, which might be suitable enough for some kind of work, is not, at any rate in the winter time, the place in which to do finishing work."—(David Denning, in "WOOD STAINS AND POLISHES.")

#### TO THE OWNER


It will not be amiss here for us to say a few words to the owner. We have treated quite extensively, in this book, the subject of taking care of expensive hardwood finish. For instance, the care of hardwood doors as treated on page 49. It would be to your interest to watch your finishers and see that they care for your millwork properly. If you have employed a building superintendent, remind him to be on the lookout and see that no part is slighted. Often times it occurs that finishers are in a hurry to "clean up" and get away from the job, and to do this they are apt to skip places that will not be seen, or rush over work that will not show prominently. All slights of this character will reveal themselves sooner or later. Protect yourself against these things by securing an honest and capable finisher to do your work. While he may be the last artisan to serve the job, he is by no means the least in importance. "Quality" workmen to construct your home are quite as important as "Quality" materials for their use in its construction.



*OUR TRADE MARK YOUR GUARANTEE*





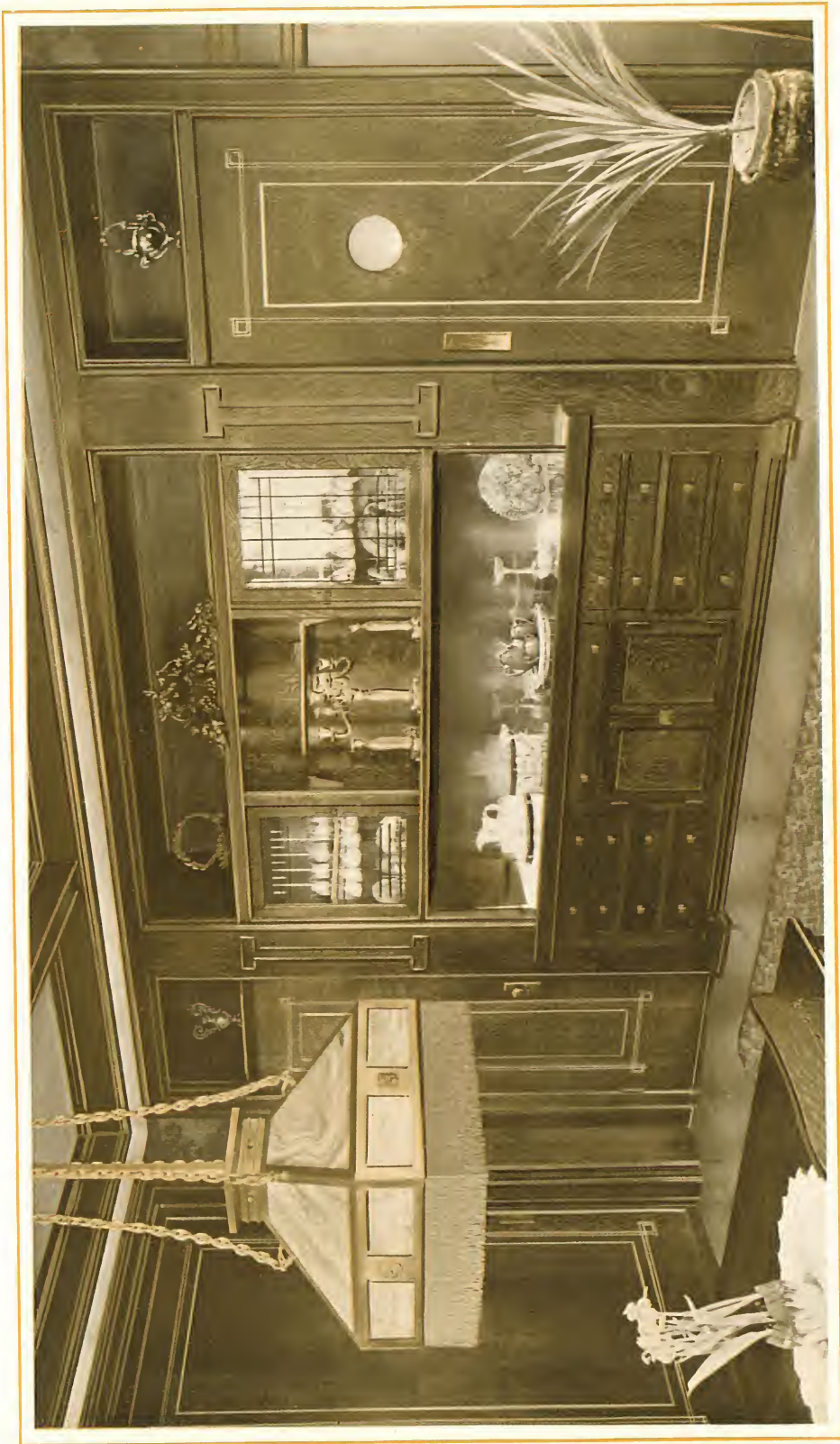


*Blinds will Enhance the Artistic Appearance of your Home*

Modern hardware has overcome the only objection to blinds. They can now be used together with full size window screens and storm sash, all on the outside, and operated from the inside, without raising the window. A variety of designs can be obtained by making part slats, and part panel, with design cut in panel.







This Dining Room has some unusual features. The sideboard and doors have recesses above to accommodate vases, etc. The beauty of the Inlaid Doors is here brought out distinctly.



## A Few Pointers

**A**S there is a natural "come and go" to all wood, it is well to remember the only way to avoid "white streaks" in panels of doors and other framed work is to have the panels stained and filled at the mill before framing them together.

**B**E sure you have your cellar grouted and cemented before you are ready for the finish. The dampness from the wet concrete has ruined many a first-class job. The moisture given off while setting and drying will go up through the entire building, visiting every nook and corner, cause the doors and windows to swell, result in open joints of all framed work, make the panels swell and buckle, spoil the mitres and other joints of the carpenter, thus ruining what might have been a first-class job.

**T**ILE floors in bath rooms, vestibules, etc., should be completed and dried out before installing any hardwood interior finish or floors. This applies especially to veneered doors or other material in which glue was used in its manufacture. Moisture and glue joints are not good friends and never will be. Damp floors or walls or moist air will open the best glue joint ever made. There is only one way to safeguard against this and that is to drive out the moisture with warm, dry air. See page 49 about care of veneered doors. We mention these facts often and emphatically because they are very important.

**C**ONSIDER your specifications incomplete unless your architect has specified your millwork to be hand-smoothed, back-painted, stained, filled, and shellaced at the factory. We employ only competent and experienced men who do finishing only, year in and year out.

**"T**HERE is nothing about a new house that will give the owner more satisfaction than fine millwork. If the interior finish of your home is well smoothed, keeps its shape, all joints tight and nicely fitted, it is easy to keep clean and always satisfactory. On the other hand, there is nothing about the house that is more annoying than poor interior finish of rough materials, open joints and casings warped from the wall."—W. J. Keith, in "THE BUILDING OF IT."

**W**E strongly recommend the use of  $1\frac{3}{4}$ -inch veneered doors. A modern mortise lock cuts into the stile of a  $1\frac{3}{8}$ -inch door and weakens it so it is apt to warp or twist. Use  $1\frac{3}{4}$ -inch doors and avoid this trouble. Home owners are glad to know these things, as most of them find out these facts when it is too late.

*Look for our Trade Mark*







Built-in furniture adds character to the interior of the home. Its cost is not prohibitive even for the most modest dwelling, and there is pleasure and satisfaction in having your interiors distinctive.



The reception hall usually offers opportunities for a great variety of arrangements. This well proportioned triple arch over stairway adds individuality to the home, yet does not take up much room and is not very expensive.

*RIGHT PRICES, PROMPT SERVICE*



### CARE OF VENEERED DOORS

One coat of filler and one coat of shellac or varnish must be applied to veneered doors before the doors are exposed to any kind of weather. Remember all materials must be thoroughly seasoned and kiln dried for the proper manufacture of hardwood veneered doors. All wood is open and porous, especially when dry and if exposed "in the white" will rapidly absorb moisture. The better seasoned; the greater the necessity for proper treatment. Do not let veneered doors stand around "in the white." Give them a good, heavy coat of filler immediately. Hardwood veneered doors are the highest attainment of the door makers' art. They cannot be treated and handled in the same manner as the ordinary pine door.

Veneered doors should not be used for outside purposes, where directly exposed to the elements. We suggest you use solid pine doors, or, if hardwood finish is necessary, use double thick doors with splined stiles. Doors used in such exposed places should be painted outside rather than finished with varnish. Wherever exposed to the weather, even if protected by a vestibule or porch roof, exterior veneered doors should have at least two more coats of best spar varnish than inside doors, and every coat should be applied to all edges as well as both surfaces. Veneered sash doors should have the varnish well worked in around the glass.

Follow carefully the foregoing instructions and you will have good results. Do not blame the manufacturer if you ignore these suggestions. Neglect may result in open joints, veneers peeling, grain raising, buckled panels or even in warping and twisting. We recommend that all veneered doors be made at least  $1\frac{3}{4}$  inches thick for best results. The modern mortise lock practically cuts a  $1\frac{3}{8}$  inch stile in two, thus greatly weakening the door, allowing it to warp and twist.

### FITTING AND FINISHING

First the doors should be correctly fitted and the top and bottom edges beveled slightly that the veneer may not strike. They should be painted at the top and bottom with two coats of good white lead and oil paint. This is very important as the moisture is apt to get in around the doors and if not properly painted will penetrate to the core and disintegrate the glue. The doors should be carefully stained and filled with a good filler, also treated to a coat of shellac. We recommend the use of oil stains exclusively. The so-called water or acid stains, when applied, raise the grain of the wood and are apt to have an injurious effect upon the glue under the surface. For the final finish the doors should be given two more coats of a good grade of varnish. Use only the best quality as the ordinary varnish does not stand moisture. When veneered doors are treated in this manner they will withstand any ordinary atmospheric conditions.

If veneered doors are not to have the proper treatment, our advice is to use Solid Pine doors.

*WE TRADE MARK OUR GOODS*







View from Living Room to Stair Hall. The staircase with arched beam above makes a pretty arrangement of finish. The beamed ceilings add weight and balance to this interior. The finish is Quartered White Oak.



### FINISHING OAK FLOORS

The finishing of an Oak floor is a very important feature, upon which authorities fail to agree, but the question resolves into a matter of cost, as to the color or brilliancy of finish desired. Personal taste and artistic or decorative effects are the guide for the floor finisher.

The "Clear" grade of Oak flooring should have a natural Oak filler—color of Oak. For the "Select" and "Sap Clear" grades, a light golden oak filler should be used, and after the floor is filled, it should be gone over with a little burnt umber mixed with turpentine to darken light streaks. This will make the "Select" and "Sap Clear" grades look like the "Clear" grade, except that it will be slightly darker in color. In filling the "No. 1 Common" grade, a dark golden oak filler should be employed, and the light streaks should be darkened in the same manner as the "Select" and "Sap Clear" grades. If a little care is used in laying this grade, splendid results can be obtained.

FIRST: Treat the floor with a paste filler of desired tone, to fill up the pores and crevices. To thin the filler for application, one has a choice of using turpentine, benzine, wood alcohol, or gasoline to get the right consistency. When the gloss has left the filler, rub off with excelsior or cloth, rubbing against the grain of the wood. It keeps out dirt and forms a good foundation, which is the key note for successful treatment of floors. Allow the filler twelve hours to set or dry before applying a wax or varnish finish. Never use a liquid filler on any floor.

A wax or varnish finish can be used. The wax finish is preferred by many, due to economy and ease of renewing places that show the wear. The renewing can be easily applied by housekeeper or servant.

WAX FINISH: The best method for applying the wax is to take cheesecloth and double it to get a little more thickness; then make it into a sort of bag; put a handful of wax inside of this and go over the floor thoroughly. You will find that you can work the wax through the meshes of the cheesecloth to give an even coating over the floor. This prevents too much wax in spots and wasting it. After the floor has been gone over with the wax and allowed to dry, say about twenty minutes, it is ready for polishing. Rub to a polish with a weighted floor brush, first across the grain of the wood, then with it. (A clean, soft cloth can be used in place of the brush if desired); then a piece of woolen felt or carpet should be placed under the brush to give the finishing gloss. After waiting an hour, a second coat of wax should be applied in the same way as the first and rubbed to a polish.

VARNISH FINISH: This is usually more expensive than the wax finish, but it gives a very hard surface, yet at the same time it is elastic. Two or three coats should be applied after the application of the paste filler. Each coat should be thoroughly rubbed with oil and pumice.

The durability, and therefore the true economy, in oak flooring is said to make it the cheapest wood for residences, apartment buildings, clubs, hotels, and office buildings. Oak flooring gives a fine finish under wax or varnish. It will stand up under a treatment of floor wax or varnish and look well all the time.

*QUALITY MILLWORK STANDS SUPREME*







A Pergola breaks the monotony of a broad, treeless lawn. When erected over a driveway and overgrown with vines it gives to the suburban home the cool, inviting appearance which is so desirable.

*INSIST on F & L QUALITY MILLWORK*





**I**NSIST that only F. & L. Quality Millwork be used in your new home and see that our trade mark appears on every shipment. It's your guarantee of perfect materials and workmanship. If you do not find it you have been imposed upon. Accept no substitutes. There is no millwork just as good. Read page 55.



## PERGOLAS

When considering the general exterior appearance of a house, it is often advantageous to have a Pergola or "open porch," on one end of the building. This can be placed over a terrace or may be entirely independent of the house. Frequently the Pergola is used as shown on page 52 to cover a walk or driveway. If used in

this way and covered with vines it makes a shelter from the summer sun and adds very materially to the beauty of the grounds. It also serves to break the harsh line between a broad lawn and woods. The woods form a background which accentuates the lines of the Pergola and increases its attractiveness.

Another common use made of the Pergola is shown in the illustration at the bottom of this page. Here it is attached to the house and in reality serves as a side porch. When covered with vines it makes a fine, cool, sitting porch.

The suburban or country home is incomplete without the Pergola. The variety of arrangement which is possible in its use is such that it can be suited to the most critical taste and at the same time be useful and ornamental. Many prominent architects, knowing the real merits of the Pergola, work it into their plans as often as conditions will allow it.

The cost of the Pergola is small. They usually consist of beams sawed on one or both ends; these beams being supported by square or turned columns as suggested by the illustrations. They should be made of Cypress or Fir or some other weather-resisting wood. Where the landscape will permit, the Pergola can be arranged in the form of a semi-circle, or it can be built around a tennis court or a flower garden. It is also popular to have the Pergola located over the auto driveway to form a porte-cochere. The fact is the Pergola is a versatile form of architecture which can be made in form and general construction to meet the most fastidious taste.



*QUALITY MILLWORK insures satisfaction*







The Bedroom Beautiful. The fireplace and book cases at one end are the features of this room. This arrangement is ideal. One can enjoy an interesting book or magazine and then retire at one's leisure.



## Good Advice

Years ago some genius uttered the following words: "A word to the wise is sufficient." Generally speaking, this old adage is true. However, many well-meaning people, who lack this wisdom, go on in their endeavors and learn in the hard school of experience.

We would like to state again what we have been advocating for nearly forty years; that in considering materials for building purposes; only "quality" counts. This is especially true of millwork. The interior finish in a home is always a prominent feature. A poor job of stairwork, or cabinet work, is always a source of regret. A first-class lot of cabinet work and stairwork is a source of pleasure and pardonable pride. Insist that your contractor buy "quality" millwork. By so doing you are sure that you will get the best. Our business has been built up on "quality" and square dealing.

The advantage of having interior trim, stairs, etc., stained and shellaced here at the factory before shipment, is being recognized by a larger number of home-builders each year. This is the only sure way of getting a strictly first-class lot of millwork. This matter is covered fully on pages 23 to 44.

We have hundreds of unsolicited letters from satisfied customers which is evidence that our "Quality" products are right when they leave our hands and stay right when delivered and installed in the home. Don't take chances by buying from unknown or irresponsible firms; insist that all material be the best grade.

We can meet any competitors price on the same "Quality of material and workmanship." Use our "Quality Millwork." "A word to the wise is sufficient."

### LOOK FOR OUR TRADE MARK

As is usually the case with high grade goods, the high quality of our millwork has led to many imitations. However, the nature of our product has made it difficult for us to combat the imitators. Millwork, to the ordinary observer, is just millwork. The superior construction and materials are often not apparent at first sight, but are revealed in the test of time. Many unscrupulous dealers and contractors have taken advantage of this fact and have furnished cheap millwork which netted them a greater margin of profit, when our "Quality Millwork" was specified. The result was an inferior and unsatisfactory job, for which we were blamed, while in reality we did not even furnish the millwork.

To overcome such dealing we are now putting our trade mark conspicuously on every shipment and on the edges of all our doors. We urge you to look at your millwork as soon as it is received, and see that our trade mark appears on it. Don't accept any substitutes. If our trade mark does not appear you are being imposed upon. Our trade mark is your guarantee of perfect millwork.



*We originate, others imitate*







A Beautiful Hall and Living Room

### SOME DESIRABLE FEATURES

A modern home is not considered complete without a screened in porch. On the first floor of a two-story dwelling this is desirable for use as a dining porch or as a living porch. On the second floor the sleeping porch can be arranged for. The outdoor bedroom or "sleeping porch" is not a craze or temporary fad, but a feature of genuine merit. In this generation, thousands of people are engaged in indoor employment. Often times proper ventilation in offices and other places where workers are housed, is not ideal nor even adequate. To offset this confinement, one should sleep in the fresh open air. Physicians are advocating and prescribing the "fresh air" life more and more. In other words "back to nature."

The solarium, or "sun room," is a pleasant feature for winter use. The dining porch, screened for summer use, can be enclosed with sash for the



This shows a modern home with large Dining and Sleeping Porches

*"SAFETY FIRST" implies QUALITY MILLWORK*



long winter season. Fresh air and sunshine are great boosters of health and strength and add to one's years of life.

"Built-in" bookcases, sideboards, cupboard, etc., should be used freely. Such features occupy little room (often otherwise wasted), and add much to the attractiveness of a room. A

bookcase on each side of the mantel; a buffet in the dining room; and suitable work tables in the pantry or kitchen; make a house a real home. A linen closet and bedroom wardrobes are also popular and very desirable.

Suggestions are numerous along this line. We will not stop here to describe others in detail, but in passing we mention the following: Beamed ceilings, paneled wainscoting, colonnades, hall seats, consoles, mirror doors, and so forth. The illustrations shown on these two pages demonstrate the use of some features just mentioned.



Convenient book cases and mantel at end of living room.



The Sun Room. A large porch sashed in for use during the winter season. A comfortable "health booster."

*OUR TRADE MARK YOUR GUARANTEE*







Here is an ideal Sun Room. This can be used as a Living Porch both summer and winter. "Back to Nature" is the way to keep healthy and to live long. Plenty of fresh air and sunshine is the best tonic possible.



### COMPARATIVE VALUES OF THE DIFFERENT WOODS USED FOR INTERIOR FINISH

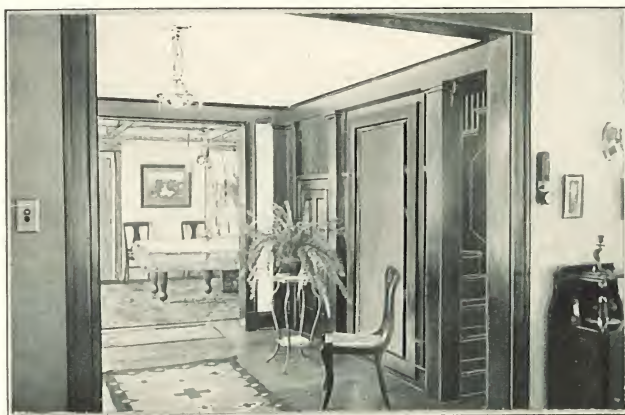
If the value of Mahogany is assumed to be 100, other woods will compare with it as follows:

Mahogany.....	100	Plain White Oak.....	28
Curly Maple.....	150	Plain Red Oak.....	27
Bird's Eye Maple.....	85	Redwood.....	26
Curly Birch.....	80	Maple.....	25
Curly Yellow Pine.....	75	Fir.....	25
Cherry.....	60	Plain Birch.....	24
Quartered White Oak.....	45	Gum.....	22
Selected Red Birch.....	40	Cypress.....	20
Quartered Red Oak.....	36	Pine.....	18
Quartered Sycamore.....	33	Yellow Pine.....	16
Butternut.....	32	Basswood, for Paint.....	15
Ash.....	31	Poplar, for Paint.....	14
Chestnut.....	30	Pine, for Paint.....	12

In compiling the above table the various woods are figured on the cost basis of the different kinds of lumber, taking into consideration the varying cost of manufacture, waste in cutting, together with other items which tend to influence the price. These percentages, therefore, cover comparisons only, wherein the price of the wood is the one great factor. Any article in which labor or the cost of manufacture is the principal item, will, of course, not permit of the same comparison, since the work on any such article is apt to be about the same, whether made in one of the cheaper or more expensive woods.

While a comparison of the above percentages shows a decided difference in the cost of some of the higher priced woods, especially as considered with the cheaper finishes, the fact is, you can have a room or two trimmed in a modern way, in some of the best woods, at a comparatively small cost. The ordinary room does not require much finish, and the cost of installing the work, also the expense of finishing by the painter, is practically the same in either event.

The Hall, Living Room, and Dining Room, even of a moderate cost home should be finished in Oak or one of the other hardwoods.



A neat Reception Hall showing large, conveniently arranged mirror.

*QUALITY FIRST; PRICE IS FORGOTTEN*





*FARLEY & LOETSCHER MFG. CO.*



When you plan or build your home see to it that it embodies some desirable features, such as the book cases, large fire-place and broad mantle shelf shown above.



A fine example of a plain Birch Reception Hall. The body is finished with White Enamel, while the treads, beam ceiling, etc., are stained Mahogany giving a rich, harmonious effect. To insure a first class job this finishing should all be done at the factory.

*Look for our TRADE MARK*





#### AN INVITATION

In the foregoing pages we have tried to emphasize the importance of purchasing millwork which will endure. Father Time will submit your home to severe tests, regardless of whether it be a humble cottage or a palatial mansion. Our Quality Millwork has withstood these tests many times and amid all kinds of circumstances,

and, where it has been given proper treatment, has never failed. We have furnished millwork for thousands of buildings of every kind and description. However, we are specialists when it comes to getting out millwork for a modern residence.

Hundreds of unsolicited letters have been received from pleased customers, in which they express their satisfaction with our products, and their appreciation of our Quality Millwork.

Whenever you have an opportunity to visit our city, call on us, and it will be a pleasure for us to take you through our factory and show you the various processes which we employ in the manufacture of our goods. It is with pardonable pride that we state, our plant is the largest, most modern and best equipped Sash and Door and Special Millwork factory in the country.

In order to maintain a high degree of manufacturing efficiency we are constantly adding new machines and discarding old ones. We also have skilled machine men and tradesmen constantly studying how to improve our methods of manufacture. Just recently we have installed an expensive electrical system for the generation and distribution of power throughout our plant. All these improvements are made with the idea of keeping strictly "up-to-date," to enable us to continue producing the highest grade of millwork at a minimum cost to our customers. The excellent products of our organization will speak for themselves. Our plant represents the highest degree of factory development and embodies every new device and modern method known, for the manufacture of high grade millwork.

This immense plant, which is ever and always "At your service" is the home of Quality Millwork.

*RIGHT PRICES, PROMPT SERVICE*







The illustration above shows a well planned stair hall. The majestic stairway is given the prominent place it should have in such a setting. The finish in this hall is Mahogany with furniture of the same material.



### FINISHED WOOD SAMPLES

WHEN we are furnishing the millwork for a job which is to be stained, filled, shellaced, etc., at our factory it is our custom to send finished wood samples to the owner to enable him to intelligently select suitable shades and colors. These samples of the various woods are stained, varnished, and finished complete. By looking over the samples, a home builder can see in advance just how his interior woodwork will appear when it is completed. This custom has proved itself to be popular and practical, and many wise builders have availed themselves of this opportunity.

This service and opportunity is open to all builders, for whom we are furnishing interior finish.

May we have the pleasure of estimating the millwork for your new home?

We will give you the very best Quality and the best of Service.

*“There’s a Reason”*

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### CALL ON US

TO those who appreciate excellence and the best in millwork, we especially invite to come to Dubuque and inspect our factory when it is in full operation.

To watch the use of modern machinery for manufacturing our various products is an interesting and instructive experience.

Many contractors, dealers, and owners have made the trip through the mill and have expressed wonder at the magnitude of our operations and the extensive equipment employed to produce our finished product—“Quality Millwork.” After becoming familiar with our thorough methods of executing work you will not wonder at the statement which we have repeatedly made, that our business has been built on “Quality.”

You’re near the end of this appeal,  
We hope we’ve made it clear,—  
That “Quality” Millwork is the thing,  
For you to buy this year.

For Home, or School, or Church, or Bank,  
For Warehouse, Club, or Store,—  
If “Quality Millwork” you will use,  
Your troubles will be o’er.

*WE TRADE MARK OUR GOODS*







The best is the cheapest in  
the end.

We can save you money.

Send us your plans for an  
estimate.



Do It Now



*Farley & Loetscher Mfg. Co.*

*"At Your Service"*

DUBUQUE, IOWA

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Watch for our Trade Mark on your goods.  
This is your guarantee of Quality Millwork.  
Insist on having Farloe products. Others imi-  
tate, WE excell. It is economy to buy the  
best. Buy Farloe Quality Millwork and you  
will have the best.



*QUALITY MILLWORK stands SUPREME*



